





MEASURE

VARIABLE

QUANTITATIVE DATA

DATA THAT IS MEASURED IN NUMBERS. IT
DEALS WITH NUMBERS THAT MAKE SENSE TO
PERFORM ARITHMETIC CALCULATIONS WITH

QUANTITATIVE VARIABLES

HEIGHT
WEIGHT
MIDTERM SCORE

CATEGORICAL DATA

REFERS TO THE VALUES THAT PLACE "THINGS" INTO DIFFERENT GROUPS OR CATEGORIES

CATEGORICAL VARIABLES

HAIR COLOUR TYPE OF CAT LETTER GRADE



CATEGORICAL VARIABLE

CATEGORICAL AND ORDINAL

LOGICAL ORDERING TO THE VALUES OF A CATEGORICAL VARIABLE

EX: LETTER GRADE

F C C+ B B+ A A+

CATEGORICAL AND NOMINAL

NO LOGICAL ORDERING TO THE VALUES OF A CATEGORICAL VARIABLE

EX: HAIR COLOUR

RED BLONDE BROWN BLUE



QUANTITATIVE VARIABLE

DISCRETE

REFER TO VARIABLES THAT CAN ONLY BE MEASURED IN CERTAIN NUMBERS

EX: NUMBER OF PETS YOU OWN

0 1 2 30 2.5

CONTINUOUS

REFER TO VARIABLES THAT CAN TAKE ON ANY NUMERICAL VALUE

EX: WEIGHT

105 185 170.683